



# ALTERNATIVE ENTERPRISE AND AGRITOURISM: FARMING FOR PROFIT AND SUSTAINABILITY TOOL KIT

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For

### XVIII. RESOURCES

This chapter will be a list of the primary publications, magazines or organizations that are useful in researching and collecting information on alternative enterprises and agritourism. This list will be enhanced on the RESSD web site

<<http://www.nhq.nrcs.usda.gov/RESS/econ/ressd/.htm>>

SARE. Sustainable Agriculture and Research and Education. USDA. Call 202-720-5384 or go to [www.sare.org](http://www.sare.org).

Small Farms@USDA. Web site with links to other organizations, funding opportunities and information on USDA small farm activities. Go to:  
[www.usda.gov/oce/smallfarm/hotlinks.htm](http://www.usda.gov/oce/smallfarm/hotlinks.htm) (See Tab XVIII)

Appropriate Technology Transfer for Rural Areas. It is the national sustainable farming information center operated by the private nonprofit National Center for Appropriate Technology. For information call 800-346-9140 or go online for publications and links to other sites at [www.attra.org](http://www.attra.org). (See TAB XVIII)

Small Farm Center. University of California, Davis. The Center publishes a quarterly newsletter and other publications associated with small farm activities and agritourism. For information, call 530-752-8136 or email [sfcenter@ucdavis.edu](mailto:sfcenter@ucdavis.edu). For on line information go to: [www.sfc.ucdavis.edu](http://www.sfc.ucdavis.edu). (See Tab XVIII)

Agricultural Alternatives for the New Family Farm. Missouri Alternatives Center. UMO. List of topics. Call 314-882-1905 or go to: <http://agebb.missouri.edu/mac>.

Social Sciences Institute Product Catalog, January 2000. NRCS. A number of publications are available which address outreach, partnership building and working with partners on natural resource issues and concerns. Most of the publications are on line. Go to: <http://people.nrcs.wisc.edu/socsciistitute/> or call 336-334-7058.

The Organic Pages. A listing of hundreds of organic resources and the Organic Cotton Directory. Call 413-774-7511.

2000 Directory of Flower and Herb Buyers. Call 660-562-3743.  
www.homestead.com/flowerbuyers.

2000 Book Catalog. Lessiter Publications. Free. 1-800-645-8455. www.lesspubl.com.

BackHome. Magazine of basic independent living. Call 800-992-2546.

Wildflower Gardening. Call 800-848-0078.

The Stockman Grass Farmer. Call 601-853-1861 or email sgfsample@aol.com to obtain one free issue.

ACRES USA. This monthly publication is a voice for eco-agriculture. A catalog of books on eco-agriculture, organic farming and gardening, specialty crops, homesteading, natural health and more are available. For more information call 800-355-5313.


Small Farm Today: The Original How-to Magazine of Alternative and Traditional Crops, Livestock, and Direct Marketing. Published bi-monthly and subscriptions cost \$21.00 per year. Telephone 800-633-2535. The Small Farm Today was founded for and is dedicated to the preservation and promotion of small farming, rural living, sustainability, community, and agripreneurship. The October/November/December 1999 issue included feature articles on greenhouses, turkeys, hogs, miniature herefords, herbs, dry beans, oxen and market gardening plus 24 other articles and numerous pages of advertisements, classified, breeders directory and other reference material.

AgVentures, published bimonthly, cost \$21.00 per year. Telephone 888-474-6397. The magazine publishes articles on livestock, crops, aquaculture, niche markets, wildlife, herbs and other topics. The articles are based on actual alternative enterprise success stories. Good resources are identified at the end of each article. It contains a classified section, advertisements and a breeders directory.

Capital Vegetable News  
Cornell Cooperative Extension  
90 State Street, Suite 600  
Albany, NY 12207  
Email: Ted Blomgren tab17@cornell.edu


The Cut Flower Quarterly  
Association of Specialty Cut Flower Growers, Inc.  
MPO Box 268  
Oberlin, OH 44.74

Northeast Organic Farming Association of NY, Inc  
POBox 21  
South Butler, NY 13154




SAN is the communications and outreach arm of the Sustainable Agriculture Research and Education (SARE) program

**What's New**

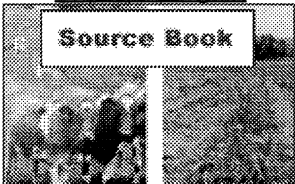
 **Search**

**SANET-MG**

 **Feedback**

**North Central Region**  
**Northeast Region**  
**Southern Region**  
**Western Region**

**Source Book**



## Sustainable Agriculture Network

### About SAN



### About SAN and SARE

Shortcut to [program contacts](#)



Publications

### Publications and Other Resources

Shortcut to [how to order books and free bulletins](#)



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### Funding Opportunities

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### News and Events

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Other Web Sites



### Other World Wide Web Sites

[North Central Region](#) [Northeast Region](#)

[Southern Region](#) [Western Region](#)

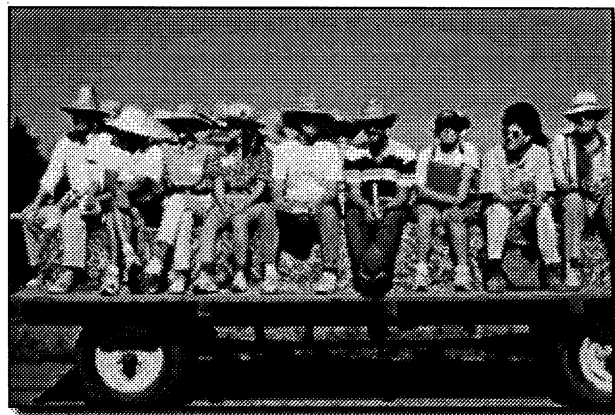
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## SARE Contacts

- **National Office**
- **SARE Regional Contacts**
- **Professional Development Coordinators**
- **State PDP Contacts : Northeast, North Central, South, West**
- **About SARE, SAN and sustainable agriculture**



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(301) 504-6425; (301) 504-6409 (fax)  
[san@nal.usda.gov](mailto:san@nal.usda.gov)

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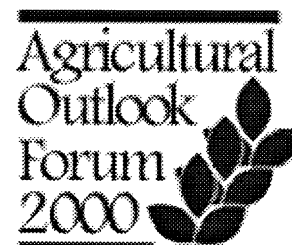


# Small Farms @ USDA

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- [Farmers' Markets](#)
- [Sustainable Development](#)
- [Policies and Regulations](#)
- [National Commission on Small Farms](#)
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## Small Farms Reports

- [A Time To Act](#) - A Report on the National Commission on Small Farms
- [First Report Card](#) and [Second Report Card](#)

## Policies/Regulations

- [Departmental Regulation No. 9700 -1](#) - Establishment of the USDA Small Farms Policy. Effective September 8, 1999.

issued by the Time to Act! Campaign on USDA's response to the Commission's Report.

- [USDA's Progress Reports and Small Farms Database Main Menu](#)
- [Meeting the Challenge to A Time to Act: USDA Progress and Achievements Report](#)
- [USDA Small Farms Database](#)
- [USDA Small Farms Reports Main Menu](#)

- [Departmental Regulation No. 1043-46](#) - Establishment of the USDA Advisory Committee on Small Farms. Effective November 16, 1999.
- [Departmental Regulation No. 1043-43](#) - Establishment of the USDA National Commission on Small Farms.

### Advisory Committee

- [Departmental Regulation 1043-46](#) - Established the USDA Advisory Committee on Small Farms.
- [Glickman Names 19 Members to Advisory Committee on Small Farm and Announces First Meeting Date](#). December 6, 1999 Press Release.
- [Biographies of the Advisory Committee Members](#)
- [Glickman to Address USDA's Advisory Committee on Small Farms](#). January 19, 2000 Press Release.
- [Notice of Intent To Establish an Advisory Committee on Small Farms and Solicit Nominations for the Committee](#). Published in the Federal Register on June 10, 1999.

### National Commission

- [Commission's Report - A Time to Act](#)
- [Departmental Regulation No. 1043-43](#) dated July 9, 1997, established the National Commission on Small Farms.
- [Glickman's Announces Formation of the National Commission on Small Farms](#). July 16, 1997 Press Release.
- [Commission Membership](#)
- [Commission's Web Site](#)
- [Glickman to Host First National Commission on Small Farms Public Hearing](#). July 24, 1999 Press Released.
- [National Commission on Small Farms Public Hearing Announcement for August 22, 1997 in Sioux Falls, S.D.](#) August 20, 1997 Press Release.
- [Time to Act! Campaign Web site](#).

### Farmers' Markets

- [AMS Farmers Market Web site](#)
- [AMS Farmers Direct Marketing](#)
- [AMS National Directory of Farmers Market by State](#)
- [California Federation of Certified Farmers' Markets](#)
- [WIC/Farmers Market and Nutrition Program](#)

### Small Farm Resources

- [Acronyms /Abbreviations](#)
- [Alternative Farming Systems' Information Center](#)
- [CSREES' Small Farm Program Web site](#)
- [Directory of State Contacts for the Small Farm Program](#)
- [Directory of State Contacts in Value-Added Agriculture](#)
- [Small Farms News and Information](#)
- [Small Farm Resource Guide](#)
- [USDA Small Farms@USDA Web site](#)

## **Sustainable Development**


- [Office of the Chief Economist](#)
- [President's Council on Sustainable Development \(PCSD\)](#)
- [Sustainable Development & Small Farms Web site](#)
- [Sustainable Development@ USDA Web site](#)
- [USDA Council on Small Farms](#)
- [USDA Council on Sustainable Development Members](#)
- [USDA Policy Statement on Sustainable Development](#) - Secretary's Memorandum 9500-6.

- [USDA Small Farms Coordinators](#)
- [USDA Sustainable Development Partner Links](#)
- [Upcoming Events for Small Farms Activities](#) as published on the CSREES' Small Farm Program Web Site

## **Other Related Links**

- [Alternative Agricultural Research and Commercialization \(AARC\) Corporation](#) is wholly-owned government corporation of the U.S. Department of Agriculture.
- [Federal & State Government Agencies](#) that work together to monitor food safety.
- [World Agricultural Outlook Board](#).
- <http://www.foodsafety.gov/> - Gateway to Government Food Safety Information.

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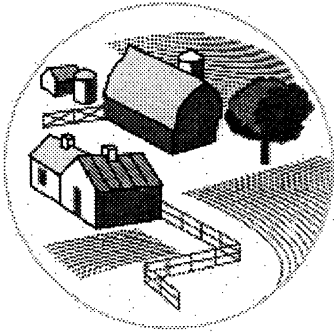


*Email*

**Last updated:** 05/08/00

**URL:** <http://www.usda.gov/agency/oce/smallfarm/hotlinks.htm>





# SMALL FARM PROGRAM

U.S. Department of Agriculture  
Cooperative State, Research, Education,  
and Extension Service  
Stop 2220  
Washington, DC 20250-2220

Small Farm Toll-free Number:  
1-800-583-3071

## News Release

### Introduction

The Small Farm Program at the Cooperative State Research, Education, and Extension Service (CSREES), an agency within the U.S. Department of Agriculture (USDA), is committed to meeting the needs of the small farm community. The goal of the CSREES Small Farm Program is to improve the income levels and the economic viability of the small farm enterprises through partnerships with the Land Grant System, public and private sectors by encouraging research, extension, and education programs to meet the specific needs of small farmers.

**Small Farm Toll-free Number:  
1-800-583-3071**

This toll-free number has been established by the Plant and Animal Systems Division of USDA-CSREES to give small farmers a much easier access and quicker response time to their questions and/or information inquiries on small farm issues. There is no cost involved calling this line.

### Electronic Mail

**Access: [smallfarm@reeusda.gov](mailto:smallfarm@reeusda.gov)**

The Small Farm mailing group ([smallfarm@reeusda.gov](mailto:smallfarm@reeusda.gov)) was established in 1995 under USDA-CSREES-Plant and Animal Systems. This medium is used in exchanging small farm related information, request ideas, share success stories, send in activities' calendar of events, publications, and a whole lot more. Anyone with interests in small farm activities is welcome to subscribe.

**To subscribe** to the small farm mailing group  
Send a message to [Majordomo@reeusda.gov](mailto:Majordomo@reeusda.gov)  
In the body, type subscribe smallfarm

**To unsubscribe** to the small farm mailing group  
 Send a message to [Majordomo@reeusda.gov](mailto:Majordomo@reeusda.gov)  
 In the body, type unsubscribe smallfarm

## Newsletter

Call toll free: 1-800-583-3071 to subscribe to the Small Farm Digest or write to:

Small Farm Digest, Stop 2220, USDA-CSREES, 868 Aerospace Center, 901 D Street, SW, Washington, DC 20250; Fax: 202-401-5179

## Publications

To obtain any of the listed items, download from below or write to the:

Small Farm Program, USDA-CSREES, Plant and Animal Systems, Stop 2220, 1400 Independence Avenue, S.W., Washington, DC 20250; Toll free: 1-800-583-3071; Fax: 202-401-5179

§ - **Getting Started in Farming On A Small Scale (USDA Publication)**

§ - **Overview of Small Farm Programs at the Land Grant Colleges and Universities**

§ - **Research and Education Recommendations for Small Farms - New Publication!**

§ - **Directory of State Small Farm Program Coordinators**

§ - **Small Farm Digest**

§ - **Proceedings of the National Small Farm Conference (1996)**

§ - **Getting Help for Your Small Farm from USDA (Brochure on Small Farm Program)**

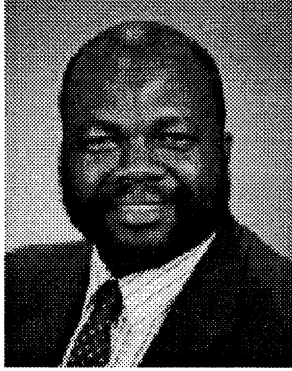


§ - **Factsheets on:**

Aquaculture, Asparagus, Beekeeping, Blueberries, Brambles, American Ginseng, Specialty Corn, Angora Goats, Cashmere Goats, Dairy and Meat Goats, Dessert Vines, Specialty Flowers, Foliage Plants, Earthworm Production, Exotic Fruits, Herbs, Exotic Livestock, Mushrooms, Shiitake Mushrooms, Specialty Mushrooms, Northern Nuts, Organic Farming, Peppers, Specialty Potatoes, Poultry, Pumpkins, Sheep, Strawberries, Specialty Vegetables, Wildflowers, and Woodlots.

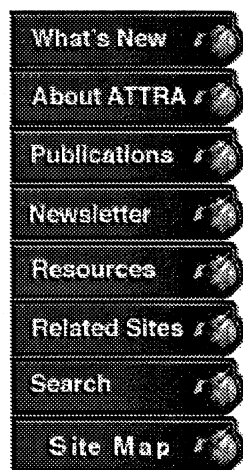
<b>Small Farm Links</b>	
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<u>National Commission on Small Farms</u>	
<u>Proceedings of the 2nd National Small Farm Conference -- 1999 (Available May 2000)</u>	
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<u>Third National Small Farm Conference Sept. 17-20, 2002</u>	
<b><u>Funding Opportunities</u></b>	
<u>Farmers' Markets</u>	
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<u>Typology of Small Farms</u>	
<u>USDA Small Farm Policy</u>	
<u>USDA Advisory Committee on Small Farms</u>	
<u>Land Grant University Maps</u>	

**For any questions concerning the small farm program in USDA-CSREES, please write or call:**



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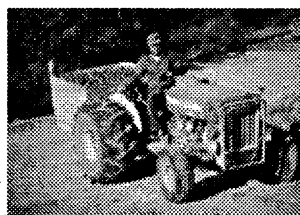


# Appropriate Technology Transfer for Rural Areas

## Text Only Version

ATTRA - Appropriate Technology Transfer for Rural Areas - is the national sustainable farming information center operated by the private nonprofit National Center for Appropriate Technology (NCAT).

ATTRA provides technical assistance to farmers, Extension agents, market gardeners, agricultural researchers, and other ag professionals in all 50 states. Topics addressed by ATTRA can be categorized into three broad areas:



- sustainable farming production practices
- alternative crop and livestock enterprises
- innovative marketing

Technical assistance, publications, and resources are provided free of charge to appropriate users. ATTRA is funded through a cooperative agreement with the USDA Rural Business--Cooperative Service agency.

The National Center for Appropriate Technology is a 501(c)3 non-profit organization with programs in sustainable agriculture, rural development, renewable energy, and low-income housing. The ATTRA program is one of several sustainable agriculture projects managed by NCAT.

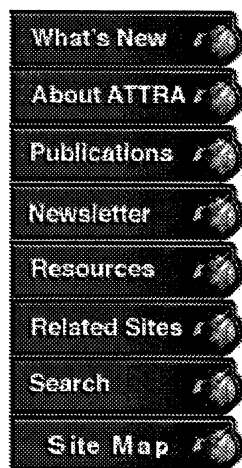


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P.O. Box 3657  
Fayetteville, AR 72702  
1-800-346-9140  
M-Th 8:30am-4:30pm CST  
F 8:30am-12:30pm CST

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**[webmaster@attra.org](mailto:webmaster@attra.org)**

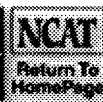
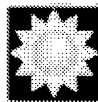


# Appropriate Technology Transfer for Rural Areas

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## On-Line Publications List

- [ATTRA Materials List](#)
- [Fundamentals of Sustainable Agriculture Series](#)
- [Agronomy Series](#)
- [Horticulture Series](#)
- [Livestock Series](#)
- [Pest Management Series](#)
- [Soil and Fertility Series](#)
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# Appropriate Technology Transfer for Rural Areas



## MATERIALS LIST

January 2000

### Appropriate Technology Transfer for Rural Areas (ATTRA)

P.O. Box 3657

Fayetteville, AR 72702

Phone: 1-800-346-9140 --- FAX: (501) 442-9842

#### Index

Introduction

Fundamentals of Sustainable Agriculture Series

Soil Series

Resource Series

Livestock Series

Marketing & Business Series

Horticulture Series

Agronomy Series

Pest Management Series

Value-Added & Processing Series

Alternative Farming Systems Series

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## Introduction

ATTRA is the national sustainable agriculture information service that offers technical assistance and information free of charge to people and organizations involved with U.S. commercial agriculture, including full- and part-time farmers, Extension agents, agricultural support groups, researchers, educators, and agribusiness. Founded by the nonprofit National Center for Appropriate Technology (NCAT) in 1987, ATTRA is funded through a grant from the USDA Rural Business-Cooperative Service.

ATTRA specializes in responding to specific sustainable practices or enterprise questions. Our staff will research the question, summarize findings in writing, and compile supporting literature as appropriate to accompany the report which a caller receives by mail. On this list are ATTRA's current information packets on a host of sustainable agriculture topics.

In addition to providing customized research, we offer five types of standard materials within series, or families, of sustainable farming topics. When you receive our informational packets, you will notice subtitles on each which denote them as:

- **Fundamentals of Sustainable Agriculture Series**, which covers broad topics of importance to sustainable farming advocates.

- **Systems Guides**, offering broad treatments of topics that include inter-related systems.
- **Production Guides**, which focus on a specific crop or livestock series.
- **Technical Notes**, targeting specific sustainable ag methods.
- **Resource Series**, which identifies many helpful organizations, agribusinesses, services and informational materials.

To order them, please call ATTRA's toll-free number 1-800-346-9140.

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## FUNDAMENTALS OF SUSTAINABLE AG SERIES

### **Holistic Management: A Whole-Farm Decision Making Framework**

*A decision making framework that assists farmers and others in establishing a long-term goal, a detailed financial plan, a biological plan for the landscape and a monitoring program to assess progress toward the goal.*

### **Integrated Pest Management**

*Uses, benefits, IPM and sustainable agriculture, monitoring, economic thresholds, planning, tools & options, microbial pesticides, useful information resources.*

### **Making the Transition to Sustainable Farming**

*Goals of becoming economically, ecologically and socially sustainable, planning & decision-making, rotations & cover crops, developing a cropping mix, weed & pest management, key ideas.*

### **Overview of Cover Crops & Green Manures**

*Soil benefits from cover crops, nitrogen production, weed suppression, cover crops in rotations, pest management benefits, economics, many sources of additional information.*

### **Sustainable Soil Management**

*Covers the components of the living soil, soil organisms, and organic matter, fertilizers, and soil quality. Provides ways to assess soil health, build soil, and manage the soil livestock. Complete with resource list of additional information.*

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## SOIL SERIES

### **Alternative Soil Testing Laboratories** (available only in print)

*Labs are in two broad categories: (1) humus, organic matter, and microbial analysis, and*

*(2) mineral analysis and fertilizer recommendations. References for soil quality and alternative fertility.*

### **Farm-Scale Composting Resource List**

*Suggested reading, compost references, associations, web links, software, magazines, email lists, bibliographies.*

### **Overview of Cover Crops & Green Manures**

*Soil benefits from cover crops, nitrogen production, weed suppression, cover crops in rotations, pest management benefits, economics, many sources of additional information.*

### **Nonconventional Soil Amendments** (available only in print)

*Mineral powders, plant & animal byproducts, seaweed, growth regulators, inoculants, enzymes, micronutrients, dusts/powders.*

### **Sources for Organic Fertilizers & Amendments**

*A listing of manufacturers, national distributors, major regional distributors, and mail-order sources.*

### **Sustainable Soil Management**

*Covers the components of the living soil, soil organisms, and organic matter, fertilizers, and soil quality. Provides ways to assess soil health, build soil, and manage the soil livestock. Complete with resource list of additional information.*

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## **RESOURCE SERIES**

### **Sustainable Farming Internships and Apprenticeships**

### **K-12 Sustainable Agriculture Curricula**

*Education, curricula, publications, electronic resources.*

### **Sustainable Agriculture Organizations & Publications**

### **University Programs and Contacts**

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## **LIVESTOCK SERIES**

### **Avian**

### **Sustainable Chicken Production** (available only in print)

*Housing, breeds, feeding, health, marketing.*

**Ratites: Ostrich, Emu, Rhea** (available only in print)  
*Brief history, considerations before investing, marketing options.*

### Beef & Dairy

#### **Alternative Beef Marketing**

*Value-added beef, lean beef, direct marketing, cooperatives, niche markets: organic, natural, pasture-finished.*

#### **Sustainable Beef Production**

*Grazing & feeding options, low-stress handling, alternative parasite control, environmental & social concerns.*

#### **Beef Farm Sustainability Checksheet**

*Assessment tool to help plan a whole farm in which beef production is a major enterprise. Management of animals, forage, soil, watershed, marketing, economics and goal-setting are addressed in the 200 questions.*

#### **Grass-Based & Seasonal Dairying**

*Pasture as primary feed source for dairy cattle; seasonal production to reduce feed costs.*

### Fish & Worms

#### **Evaluating an Aquacultural Enterprise**

*Considerations (physical, biological, financial), culture and species options, resource lists.*

#### **Worms for Composting (Vermicomposting)**

*Describes systems that use worms to process animal and other organic wastes; gives commercial examples of various types; provides a sample production budget; suggestions about marketing included; lists many further resources, both print and electronic.*

### Grass Farming

#### **Assessing the Pasture Soil Resource**

*How to take a soil sample and an easy way to assess soil biological activity and water infiltration. Assessment sheet included.*

#### **Matching Livestock and Forage Resources in Controlled Grazing**

*Grazing objectives, maintaining botanical balance, encouraging rapid growth, compromising between yield and quality, minimizing mowing, producer goals.*

#### **Meeting the Nutritional Needs of Ruminants on Pasture** (available only in print)

*Impact of grazing management on nutrition, supplemental feeding on high quality pasture, feed profiling, feed budgeting, matching livestock and forage resources for efficient pasture use.*

#### **Nutrient Cycling in Pastures**

*Examines elements of pasture ecology, including soil organisms, plants, and animals. Discusses their interactions and ways to enhance nutrient cycling with minimal losses to air*

*or ground and surface waters.*

### **Introduction To Paddock Design And Fencing-Water Systems For Controlled Grazing**

*Designing a controlled grazing system, determining paddock size based on forage availability for the number of animals grazed, shape of the paddock based on landscape and other variables, purchasing fencing items, water systems, sources.*

### **Rotational Grazing**

*How to manage pastures and grazing animals to more profitably utilize the farm's resources.*

### **Sustainable Pasture Management** (available only in print)

*Managing fertility and pests, grazing systems, conserved forages, maintaining productivity, additional resources.*

## **Hogs & Sheep**

### **Sustainable Hog Production Overview**

*Breed selection, feed alternatives, odor and dust problems, waste and crop nutrient management, health, humane concerns, vertical integration, identifying an alternative marketing niche, and sources of additional information.*

### **Alternative Marketing of Pork**

*Commodity vs. direct marketing, what is direct marketing, niche markets such as organic and ethnic, direct market consideration and channels, and sources of further information.*

### **Hooped Shelters for Finishing Hogs**

*Hooped shelter design, purchasing a complete or noncomplete shelter, deep bedding, cost, sources for additional information.*

### **Sustainable Sheep Production** (available only in print)

*Pasture & range grazing, alternative health strategies (parasites & diseases), marketing, industrial development, sources for additional information.*

## **Other Livestock**

### **Bison Production**

*Advantages and disadvantages of raising bison, information on pasturing, fencing, and handling of bison, as well as marketing options, and diseases and parasites of bison. Sources of additional information are also provided.*

## **Pest Management**

### **Integrated Parasite Management for Livestock**

*A system approach to assess and manage the soil, forages and animals to decrease internal parasites and their effects.*

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## MARKETING & BUSINESS SERIES

### **Holistic Management: A Whole-Farm Decision Making Framework**

*A decision-making framework that creates a link between sound economics and the environment. Managing people, land, and money in a responsible way. Framework to evaluate sustainability of farm decisions.*

### **Organic Certification**

*Comprehensive list of organic certification organizations.*

### **Community Supported Agriculture**

*Examining the full spectrum of CSA arrangements from subscription marketing to "shareholders," including success factors, financial concerns, profiles, management challenges.*

### **Direct Marketing**

*Importance of marketing, market research, niche marketing, value-added marketing, pricing, promotion, related resources.*

### **Farmers' Markets**

*Information for organizing a market and for selling at market.*

### **Pick Your Own & Agri-Entertainment**

*Covers advertising, crops, facilities, and pricing for pick-you-own crops and various forms of agri-entertainment.*

### **Resources for Organic Marketing**

*Pondering the options, proactive approach, national and regional organic trade organizations and publications, market research studies, many contact sources.*

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## HORTICULTURE SERIES

### **Flowers, Mushrooms**

#### **Field Grown Cut & Dried Flower Production & Marketing**

(available only in print)

*Marketing, climate, trade organizations, conferences, literature, species list.*

#### **Mushroom Cultivation & Marketing**

*General review of cultivation technologies (including shiitakes), enterprise evaluation, further research resources.*

#### **Phenology Web Links: Sequence of Bloom, Floral Calendars, What's in Bloom**

*Links to web sites that discuss phenology as a tool for observing seasonal events in nature such as emergence of crop pests. Other sites link to data on sequence of bloom, floral calendars, and what plants are blooming in gardens and arboetums.*

## Fruit Crops

### **Overview of Organic Fruit Production**

*Fertilization, pests, weed control, obstacles.*

### **Organic and Low-Spray Apple Production**

(temporarily available only in print)

### **Organic Blueberry Production**

*Highbush, fertility, insect pests, diseases.*

### **Organic Culture of Blackberries and Raspberries**

*Diseases, pests, resistant varieties.*

### **Organic Grape Production**

(temporarily available only in print)

### **Pawpaw Production**

*Culture, research, markets, pesticidal properties.*

### **Strawberries: Organic & IPM Options** (available only in print)

*Fertility, weed control (cultural, biological and mulches), insect and mite control, disease control, symptoms and identification, alternatives to Methyl Bromide, references.*

## Herbs

### **Echinacea as an Alternative Crop** (available only in print)

*Production of Echinacea root as raw material for the herbal supplement industry.*

### **Ginseng, Goldenseal & Other Native Roots**

*Status of ginseng and related (oplopanax, Siberian ginseng, sarsaparilla), goldenseal and black cohosh (related), and blue cohosh as alternative root crops for the herbal supplement industry. Includes USDA bulletin. (Online copy does not include bulletin.)*

### **Herb Overview**

*Marketing strategies, trade organizations, literature, conferences, consultants, resource list.*

### **Lavender as an Alternative Crop**

*Medicinal herb, essential oils, climate zone, uses, resources.*

### **St. Johnswort as an Alternative Crop**

*Evaluation of St. Johnswort as an alternative U.S. farm crop (raw materials for the herbal supplement industry).*

## Nut Crops

### **Agroforestry Overview**

*Alleycropping, silvopasture, shelterbelts, buffer strips, forest farming, costs, marketing, products, resources.*

**Black Walnut Agroforestry (available only in print)**

*Culture of black walnuts for timber/crops, marketing, other resources.*

**Sustainable Pecan Production**

*Native pecan groves, papershell orchards, northern varieties, general culture, agroforestry, pests, diseases.*

**Vegetable Crops****Organic Allium Production**

*Discusses all alliums (onions) except for garlic. Information is presented on varieties, culture, soils and fertility, irrigation, integrated pest management (including weeds, insects, and diseases), harvest, postharvest, and economics.*

**Companion Planting**

*The scientific and traditional bases for plant associations are discussed. A companion planting chart for common herbs, vegetables and flowers is provided, along with a resource list.*

**Manures for Vegetable Crop Production**

*Discusses problems associated with using both raw and composted manures for commercial vegetable growing and suggests some solutions.*

**Organic Sweet Corn Production**

*This publication features traditional ideas and current concepts for fertility, pest management, and marketing of a popular vegetable crop.*

**Sprouts and Wheatgrass Production**

*Hydroponic and shallow bed methods to sprout vegetable and cereal grain seeds. Food safety issues are addressed. Books, seed suppliers, and equipment sources are listed.*

**Organic Tomato Production**

*Organic certification, economics, variety selection, crop rotation, fertility, weed management, training systems, insect and disease control, resources and web links.*

**Related Topics****Alternative Pollinators: Native Bees**

*Discusses using solitary bees (non-honeybees) for pollination. Includes information on how to attract and raise alkali bees, bumblebees, leafcutter bees, mason bees, sweat bees and others. A list of suppliers of bees and bee equipment is also included.*

**Alternative Seed Suppliers: Untreated, Heirloom, Organic**

*Some sources for hard-to-find untreated, heirloom and organic vegetable seed. Includes electronic contacts.*

**Organic Potting Mixes**

*Describes potting mix ingredients and appropriate mixes for organic and sustainable operations; extensive listing of prepared mixes and suppliers.*

**Postharvest Handling of Fruits & Vegetables**

*A guide to maintaining produce quality and safety for the market gardener.*

**Sustainable Small-Scale Nursery Production**

*Container and field production, irrigation and runoff, weed control, integrated pest management, fertilization, potting media, marketing, costs, sources for additional information.*

**Season Extension Techniques for Market Gardeners**

*Cultural practices, mulches, floating row cover, slitted and punched row cover, cold frames, high tunnels, shade cloth, economics, sources for additional information.*

**Solar Greenhouse Resource List**

*List of resources available on construction, operation and manufacturers of solar and small-scale greenhouses.*

**Grass/Turf****Sustainable Turf Care**

*Least-toxic practices, compost, irrigation, variety selection, mowing, insect & disease management, weed management, references, organizations, reading, databases, supplies.*

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**AGRONOMY SERIES****Agroforestry Overview**

*Alleycropping, silvopasture, shelterbelts, buffer strips, forest farming, costs, marketing, products, resources.*

**Alternative Agronomic Crops**

*(temporarily available only in print)*

*Considerations before diversifying, marketing alternative crops, and sources of additional information.*

**Alternative Soil Testing Laboratories**

*Supplies a range of soil testing labs and supplies that support the special analytical needs of farmers using organic or sustainable methods of production.*

**Intercropping Principles and Production Practices**

*Implementing nature's principle of diversity on the farm. Intercrop concepts, production, and management with examples.*

**Principles of Sustainable Weed Management For Croplands**

*Root cause of weeds, understanding weed banks & germination, monoculture vs biodiversity, management strategies, costs.*

**Sustainable Corn & Soybean Production**

*Tips and ideas for successful corn and soybean production with minimal inputs and limited environmental impact.*

### **Use of Baking Soda as a Fungicide**

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## **PEST MANAGEMENT SERIES**

### **Integrated Pest Management**

*Uses, benefits, IPM and sustainable agriculture, monitoring, economic thresholds, planning, tools & options, microbial pesticides, useful information resources.*

### **Integrated Pest Management for Greenhouse Crops**

*Monitoring, sanitation, biological controls, biorational pesticides, insect growth regulators, disease control methods.*

### **Greenhouse IPM: Sustainable Aphid Control**

*Focuses on monitoring sanitation, biological controls, biorational pesticides and insect growth regulators.*

### **Greenhouse IPM: Sustainable Thrips Control**

*Controlling thrips in the greenhouse with biological controls, biorational pesticides, and planning, tools & options, microbial pesticides, useful information resources.*

### **Alternative Nematode Control**

*Nematode suppressive cover crops, crop rotations, soil solarization and steaming, nematode suppressive soil amendments, references.*

### **Compost Teas for Plant Disease Control**

*Diseases for which compost extracts are effective, suppressive effects, active components, fermented versus aerated, Weltzein and Brinton fermentation method, Cantisano and Luebke aerobic method, extraction variations, references, suggested reading.*

### **Disease Suppressive Potting Mixes**

*How they are developed, suppressing pathogens through general competition or specific microbial antagonists, using peat moss, compost systems and analysis, other natural disease control methods, suggested reading, suppliers.*

### **Farmscaping to Enhance Biological Control** (available only in print)

*Description & benefits, strategies & techniques. Tables include Plants that Attract Beneficials, Pests and Associated Beneficial Insects, and Seed Blends to Attract Beneficial Insects.*

### **Late Blight in Potatoes: Alternative Controls**

*New strains of late blight have given rebirth to an old pest problem. Organic management options are available and are outlined in this publication.*

**White Mold on Soybeans: Alternative Controls**

*White mold is a fungal pest associated with intensive soybean production practices. This publication addresses the key strategies and options for control.*

**Use of Baking Soda as a Fungicide**

*Discusses the use of sodium and potassium bicarbonate sprays to control powdery mildew and other foliar fungal diseases. Also includes recommendations for use.*

**Fire Ant Management**

*Least-toxic options for suppression of fire ants.*

**Grasshopper Management**

*Focuses on preventive management, non-chemical strategies, cultural and biological controls.*

**Management Alternatives for Thrips on Vegetable & Flower Crops in the Field**

*Organic control options for this common insect pest are described in detail. Information is especially relevant to onion growers.*

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**Value-Added & Processing Series****Grain Processing**

*Profiles of farmers who are processing grains, from whole-wheat flour to baked goods. Resource list for additional information, supplies, and equipment.*

**Overview: Adding Value to Farm Products**

*Presents the basic concept, keys to success, sources of information on business planning and regulations.*

**Small-Scale Food Dehydration: A Resource List**

*Describes dehydration process, equipment and designs and lists resources for more information.*

**Small-Scale Oilseed Processing**

*Description of basic process, including a low-tech method for small-scale processing of sunflower seeds. Provides list of sustainable raw materials, sources for equipment, and additional information.*

**Soy Foods**

*Introduces a few of the food products made from soybeans, and basic process for tofu. Describes sources for in-depth processing and marketing information.*

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## ALTERNATIVE FARMING SYSTEMS SERIES

### **Biodynamic Farming & Compost Preparation**

*History, concepts, biodynamic preparations, compost preparation, herbal teas, planetary influences, companion planting, community supported agriculture, research, web links and resources.*

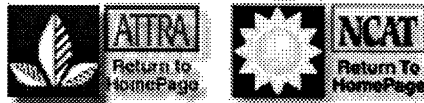
### **Introduction to Permaculture**

*Introduction, definitions, characteristics, practical application, ethics, principles, resources, book, email chat groups, web links.*

### **Radionics in Agriculture** (available only in print)

*Introduction and history of radionics, instruments for plant and animal diagnosis and treatment, uses (analysis, evaluation of materials, vitalization), resources.*

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[webmaster@attra.org](mailto:webmaster@attra.org)

University of California  
**Small Farm Center**

## Small Farm News Newsletter

Our 12-page *Small Farm News* is published four times per year. The newsletter features farmer and farm advisor profiles, research articles, farm-related print and web site resources, news items, and a calendar of state, national, and international events.

The newsletter is free. However, we encourage contributions to help defray expenses. For your free subscription, contact the Small Farm Center, University of California, One Shields Ave., Davis, CA 95616; (530) 752-8136; e-mail: [sfcenter@ucdavis.edu](mailto:sfcenter@ucdavis.edu)

### Recent Issues Online

- Volume 1 2000
- Fall 1999
- Summer 1999
- Spring 1999
- Winter 1999
- Fall 1998
- Summer 1998
- Spring 1998
- December-January 1997-98



*Farmer Katherine Kelly leads a tour that begins with the commercial apples (pictured here) on her Davis, California, farm. Volume 1 2000.*

### Selected Articles From Past *Small Farm News* Newsletters

#### Marketing

- Advertising a Pick-Your Own Farm or Farm Stand (Sept/Oct. 1994)
- Developing Your Marketing Plan (Mar/Apr, May/Jun 1992)
- Marketing Crafts and Tourist Products (Sept/Oct. 1993)
- Marketing to Distant Places-Mail Order Marketing (Sept/Oct 1992)
- Marketing Through Wholesalers and Shippers (Sept/Oct.1992)
- Selling at Certified Farmers' Markets (Jan/Feb 1993)
- Selling Directly to Local Schools (Mar/Apr 1996)
- Selling Fresh Fruit At Farmers' Markets (Sept/Oct. 1990)
- Selling to Restaurants (Small Farm News, Jul/Aug 1992)
- Time To Call A Wholesaler-Distributor? (May/Jun. 1993)
- What Works at a Farmers' Market? (Mar/Apr 1991)

#### Alternative Agriculture



- [Aquaculture: Potential for Small Scale Farmers in California \(Jan/Feb.1992\)](#)
- [Evaluating Land and Water Resources for Freshwater Aquaculture Potential \(Jan/Feb 1992\)](#)
- [Amish Farming: A Modern Day Paradox \(Jan/Feb, 1993\)](#)
- [Certifying Organizations Active In California \(May/Jun.1994\)](#)
- [Japanese Agriculture and California Opportunities \(Nov/Dec. 1995\)](#)

### Specialty Crops

- [Garlic \(Jul/Aug 1995\)](#)
- [Handling of Fresh Culinary Herbs \(Jul/Aug 1992\)](#)
- [Chestnuts \(Mar/Apr 1996\)](#)
- [Mushrooms: A Fine Agricultural Crop \(Jul/Aug 1993\)](#)
- [Mushroom Production Figures Released \(Nov/Dec. 1993\)](#)
- [Ostriches \(Nov/Dec. 1990\)](#)
- [Specialty Olive Oil Production \(Small Farm News, Nov/Dec. 1994\)](#)
- [Starting a Small Beekeeping Operation \(Mar/Apr 1994\)](#)

### Community Supported Agriculture

- [Community Supported Agriculture \(Small Farm News, Nov/Dec. 1993\)](#)
- [Starting a CSA \(By Eric Gibson\)](#)

### Financing

- [Financing Your Small Farm \(Small Farm News, Sept/Oct. 1993\)](#)

### Food Safety

- [Microbial Food Safety: An Emerging Challenge for Small-Scale Growers \(June/July1997\)](#)
- [The Elkhorn Slough \(Nov/Dec. 1995\)](#)

### Policy

- [The Other Farm Crisis \(Small Farm News, May/Jun. 1995\)](#)

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University of California  
**Small Farm Center**



*We envision  
a California agriculture  
in which small  
and family farms remain  
a dynamic, viable  
component of  
the communities  
in which they operate*

- [The Small Farm Program](#)
- [Small Farm-Related Research](#)
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- [Please give us feedback...](#)

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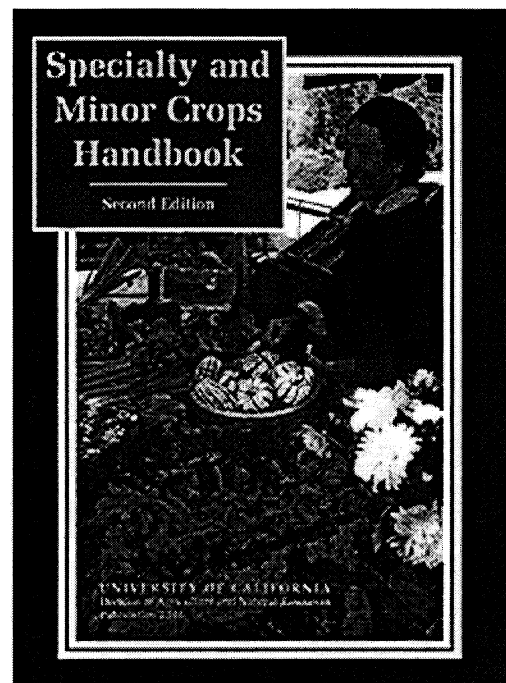
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<http://www.sfc.ucdavis.edu>

University of California  
**Small Farm Center**

Selected specialty and minor crop  
 profiles  
 from the second edition of the UC  
 Small Farm Program

## Specialty and Minor Crops Handbook

Adzuki Bean  
 Anise  
Arugula  
Asian Pear  
 Baby Corn  
 Basil  
Belgian Endive  
Bitter Melon  
 Black Radish  
 Bok Choy  
 Bottle Gourd  
 Canola  
 Capers  
 Cardoon  
 Celtuse  
Chayote  
Chinese Broccoli  
 Chinese Long Bean  
 Chinese Water Spinach  
Chive  
Cilantro  
 Citron  
 Collards  
Daikon  
 Dill  
Endive  
 European Black Currant  
 Fava Bean  
Fennel  
 Garlic, Chives  
 Ginseng, American  
 Gooseberry  
 Japanese Bunching Onion  
Jicama, Yam Bean  
Kiwano  
 Kohlrabi  
Leek  
 Lemon Grass  
 Luffa



We've selected a variety of specialty and minor  
 crop profiles  
 from our new Specialty and Minor Crops Handbook  
 for free viewing.

If the crop you need more information about is not  
 accessible,  
 find out more about  
our publication and how to order it.

**Marjoram**  
**Mung Beans**  
**Nappa Cabbage**  
**New Zealand Spinach**  
**Okra**  
**Onion**  
**Oregano**  
**Parsnips**  
**Potato**  
**Prickly Pear**  
**Purslane**  
**Quinoa**  
**Radicchio**  
**Red and White Currants**  
**Rosemary**  
**Sage**  
**Salsify**  
**Shallots**  
**Specialty Lettuce**  
**Specialty Mustard**  
**Specialty Tomatoes**  
**Squash, Specialty**  
**Swiss Chard**  
**Tarragon**  
**Thyme**  
**Tomatillo**  
**Turnips**  
**Vegetable Amaranth**  
**Water Convolvulus**  
**Wax Gourd**

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## **Do you have questions like these?**

- ❖ Where can I find supplies for making catfish cages?
- ❖ What is the market for exotic animals like elk and llamas?
- ❖ Are there any successful organic growers in my area?
- ❖ What kind of laws should I take into account if I want to process goat sausage to sell?
- ❖ Who breeds Red Waddle hogs in Missouri?
- ❖ How do I go about starting a pick-your-own operation?
- ❖ How are shiitake mushrooms raised?
- ❖ Are there any Extension people in my area who specialize in small livestock?
- ❖ How do I market an alternative crop?
- ❖ What goes into starting a home-based business?
- ❖ Can you raise soft-shelled crawfish in Missouri?
- ❖ What markets are there for "new" crops like crambe and amaranth?

**Just dial 1-800-433-3704**



## ***Agricultural Alternatives for the New Family Farm***

**1-800-433-3704**

Missouri Alternatives Center  
628 Clark Hall  
University of Missouri-Columbia  
Columbia, Missouri 65211

*Sponsored by*  
University Extension  
Missouri Department of Agriculture  
Missouri Department of Conservation  
Missouri Farm Magazine  
University of Missouri College of Agriculture  
USDA Federal/State Marketing Improvement Program

Missouri Alternatives Center  
628 Clark Hall  
University of Missouri-Columbia  
Columbia, Missouri 65211  
1-800-433-3704



## Looking Into Options for Your Farm?

Get the Information You Need  
With a Single Phone Call

**1-800-433-3704**

314-882-1905

**8 a.m. - Noon and 1 p.m. - 5 p.m.**

**Monday Through Friday**

### Free information about

- ❖ Aquaculture
- ❖ Fruits and Vegetables
- ❖ Sheep and Goats
- ❖ Exotic Livestock
- ❖ Marketing Your Crops
- ❖ Beekeeping
- ❖ Organic Farming
- ❖ Shiitake Mushrooms
- ❖ Cattle
- ❖ Rabbits
- ❖ Herbs
- ❖ Floriculture
- ❖ And Much More

Missouri Alternatives Center (MAC) saves you time and money in finding the information you need to make good decisions about alternative agricultural enterprises — and we do it free of charge.

## Doesn't anybody know anything about ...

Many farmers who are considering alternative enterprises either do not know who to call for information, or have to make several calls or write many letters to find what they need. Making Missouri Alternatives Center your first call can save you this hassle... and let you get back to business.

## Meet MAC

Missouri Alternatives Center is a not-for-profit corporation designed to facilitate and supplement existing Extension and government programs by providing a communications center for farmers on alternative crops, livestock, and other alternative rural enterprises. Since beginning operation late in 1988, we have answered over 1600 calls on over 2600 topics. MAC has prepared informational packets on over 100 topics.

## Call MAC

Missouri residents can call MAC toll-free at **1-800-433-3704** from 8:00 a.m. to noon and from 1:00 to 5:00 p.m. weekdays.

## Ask MAC

You can ask MAC any question related to alternative agricultural enterprises. After receiving your letter or call, MAC will provide you with a written response to your question, including a list of references and resource people to contact for more specialized information.

**1-800-433-3704**

## Write MAC

You can also write Missouri Alternatives Center with your questions. Just fill out this form and mail it to this address:

Missouri Alternatives Center  
628 Clark Hall  
University of Missouri-Columbia  
Columbia, Missouri 65211

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime

Phone number: \_\_\_\_\_

Please send me information on the following topic(s):

## List of Topics

### A

[Agri-tourism](#)  
[Agribusiness](#)  
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## Alternative Farming

- **Alternative Farming Systems Information Center**  
Welcome to AFSIC, one of several Information Centers at the U.S. Department of Agriculture's (USDA) National Agricultural Library (NAL).
- **USDA Alternative Agricultural Research and Commercialization Corporation**  
Mission - The Alternative Agricultural Research and Commercialization (AARC) Corporation, a wholly-owned corporation of the U.S. Department of Agriculture, is a venture capital firm that makes investments in companies to help commercialize biobased industrial products (non-food, non-feed) from agricultural and forestry materials and animal byproducts.
- **Henry A Wallace Institute of Alternative Agriculture**  
The Henry A. Wallace Institute for Alternative Agriculture, Inc., is a nonprofit, tax-exempt, membership research and education organization established in 1983 to encourage and facilitate the adoption of low-cost, resource-conserving, environmentally sound, and economically viable farming systems.
- **Farming Alternatives Program, Cornell University**

## Sustainable Agriculture

- **USDA National Agroforestry Center**
- **The Cyber-Farm**  
The Ohio State University Extension page for sustainable agriculture.
- **Guelph Farming Systems Research**  
Towards a Sustainable Farming Systems.
- **Center for Integrated Agricultural Systems**  
CIAS is a sustainable agriculture research center at the University of Wisconsin-Madison that brings together farmers, researchers, policy makers, and others to study farming practices, farm profitability, the environment, and rural vitality.
- **UNL Center for Sustainable Agricultural Systems**  
Center for Sustainable Agricultural Systems at the University of Nebraska-Lincoln
- **ATTRA (Appropriate Technology Transfer for Rural America)**  
ATTRA - Appropriate Technology Transfer for Rural Areas - is the national sustainable farming information center located at the University of Arkansas in Fayetteville.
- **North Central Region Sustainable Agriculture Research and Education**  
SARE works to increase knowledge about - and help farmers and ranchers adopt - practices

that are economically viable, environmentally sound and socially responsible. To advance such knowledge nationwide, SARE administers a competitive grants program first funded by Congress in 1988.

- **Sustainable Farming Connection**

This site, conceived and managed by former staff members of "The New Farm" magazine, will help you tame costs, add value to what you sell, and keep you informed of the latest news from the sustainable farming community.

- **Sustainable Agriculture Network**

The Sustainable Agriculture Network (SAN) is a cooperative effort of university, government, farm, business and non-profit organizations dedicated to the exchange of scientific and practical information on sustainable agricultural systems. It was developed by a committee from diverse organizations to facilitate the exchange of information with a variety of printed and electronic communications tools. The committee's vision is that of a decentralized system that encourages the sharing of sustainable agriculture-related information among a diversity of information providers and users. SAN is funded by the USDA's Sustainable Agriculture Research and Education (SARE) program.

- **Sustainable Agriculture Farming Systems Project**

Comparing Productivity and Long Term Sustainability Among Conventional, Low-Input and Organic Farming Systems in California's Sacramento Valley.

- **Kerr Center for Sustainable Agriculture**

Mission Statement - The Kerr Center seeks ways to sustain our world rather than to exhaust natural resources that are vital to future generations. We provide leadership, technical assistance, farming demonstrations, applied research, and education for farmers and ranchers who seek ecologically and economically sound methods of producing food and fiber. We try to strengthen rural communities and support efforts to make our world and its food supplies more enduring and self-sustaining. The Kerr Center seeks to influence and call to action by example and education. We pursue programs and link ourselves with farmers, ranchers, and other institutions around the globe who are actively concerned about the environment, energy, and a sustainable future as they farm.)

## Extension Information

- **Cooperative State Research Education & Extension Service**

- **Horticultural Extension Factsheets**

- **Searchable extension factsheets**

- **Cooperative Extension Publications by state**

- **Direct Farm Marketing and Tourism Handbook**

Direct marketing handbook

- **National Goat Extension Handbook**

Handbook on goat production.

- **Missouri Watershed Information Network**

The Missouri Watershed Information Network or MoWIN provides assistance in locating and accessing information relative to Missouri watersheds. We intend to make it easier for you to find the information you need.

## Agriculture Research

- **NewCROP HomePage**

Gateway to the New Crop Resource Online Program at Purdue University.

- **Beltsville Agricultural Research Center**  
USDA agricultural research center
- **Agricultural Research Magazine**  
USDA agricultural research magazine
- **Herb Research Foundation**  
The Herb Research Foundation (HRF) is a nonprofit research and educational organization focusing on herbs and medicinal plants.
- **North Central Regional Center for Rural Development**  
The North Central Regional Center for Rural Development, located at Iowa State University, is one of four regional centers coordinating rural development research and education throughout the United States. It is supported by the land-grant universities of the North Central region, the U.S. Department of Agriculture, and grants and contracts from private foundations.

## Small Farm

- **Small Farm Center Homepage**  
University of California - Small Farm Center.

## Organic Farming

- URL's for USDA-AMS Organics Program
- **<http://www.ams.usda.gov/>**
- **<http://www.ams.usda.gov/tmd/organic.htm>**
- **<http://www.ams.usda.gov/tmd/tmdnop.htm>**
- **Organic Farmers Marketing Association:**
- **Organic Foods Production Act of 1990--full text**
- **URL for Organic Certification publication & list of certification organizations from ATTRA**

## Fruit and Nut Farming

- **SMSU Department of Fruit Science**  
Southwest Missouri State University Department of Fruit Science
- **Midwest Small Fruit & Grape Nut Net**  
Welcome to the Midwest Small Fruit and Grape Network. This is the source for information on management, commercial production, harvesting, and marketing of strawberries, raspberries, blackberries, highbush blueberries, and grapes.

## Miscellaneous

- **Hortline**  
University Outreach & Extension and the Missouri Botanical Garden, developed HortLine. This joint venture provides a web based 24 hour Help Desk for the Home Gardener. It also has a toll free number.
- **USDA**

**United State Department of Agriculture**

- **National Agricultural Library**

National library of the USDA

- **MO Dept of Conservation**

- **Oklahoma State University Breeds of Livestock**

Information on all breeds of livestock.

- **Aquaculture Network Information Center**

Information on aquaculture

- **Agriculture Network Information Center**

AgNIC (Agriculture Network Information Center) is a distributed network that provides access to agriculture-related information, subject area experts, and other resources.

- **Farmers Guide to the internet**

In the course of writing The Farmer's Guide to the Internet, we compiled nearly 2,000 different links to useful sites all around the Internet. These site listings for the Farmer's Guide are continually being updated and maintained here, on our web site

## Mailing Lists

- **Agricultural Related Mailing Lists**

- **Mailing lists**

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**[ [MAC Home Page](#) ] - [ [AgEBB Home Page](#) ] - [ [Comments](#) ]**



United States  
Department of  
Agriculture

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Natural Resources  
Conservation  
Service

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National Science  
and Technology  
Consortium

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# **Social Sciences Institute**

## ***Product Catalog***

**January 2000**



# The Social Sciences Institute

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## **Mission**

The Social Sciences Institute (SSI) integrates customer opinion and field work with science based analysis to discover how social and economic aspects of human behavior can be applied to natural resource conservation programs, policies and activities.

## **Vision**

The Social Sciences Institute will be a recognized world-class leader in developing and transferring practical social sciences technology to assist in the productive, equitable, and environmentally sound use of our global natural resources.

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To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.

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**Visit the SSI Homepage:**  
**<http://people.nrcs.wisc.edu/socsciinstitute/>**

## How to Order

The following products are available to you from the Social Sciences Institute (SSI). To order, simply circle the product number on the order form at the back of the catalog. There is no charge for these items. Products also available on the SSI Website are marked with a star (\*) and can be downloaded to your computer. The address of the SSI Homepage is: <http://people.nrcs.wisc.edu/socsciinstitute/>

## Products

<b>#</b>	<b>Product name and description</b>
<b>001</b>	<b>Social Sciences Institute (SSI) brochure</b> This brochure includes mission and vision of SSI and general information about the Institute's activities.
<b>003*</b>	<b>Working with Asian and Hispanic Limited Resource Farmers and Ranchers, Technical Report Release 4.1</b> This guide provides a checklist to determine the needs in working with limited resource farmers, as well as a bibliography of useful publications serving limited resource farmers.
<b>004*</b>	<b>Empowerment in NRCS: What Works!, Technical Report Release 3.1</b> This report develops a profile of the characteristics of empowerment for employees and organizations. It provides a better understanding of how National Resources Conservation Service (NRCS) managers might empower their employees in order to serve agency customers more fully.
<b>005</b>	<b>Conducting Small Group &amp; Focus Group Meetings, Resource Book Release 1.1</b> This resource book is to be used as a tool for identifying community leaders and their leadership styles, and to identify ways to involve key people in the conservation process. It educates readers about how to identify features of group meetings and identify skills helpful in facilitating meetings.
<b>006</b>	<b>Guidance for Soil and Water Conservation Districts in Setting Locally Led Natural Resource Priorities, Draft</b> Provides Soil and Water Conservation Districts with guidance on involving farmers and ranchers, community residents, interest groups, community leaders, partners and customers in identifying natural resource priorities in communities.
<b>007*</b>	<b>Stewardship, Spirituality and Natural Resources Conservation: A Short History, Technical Report Release 2.2</b> This report discusses the history of stewardship, how stewardship has changed in the 20th century and the conflicting forces that will impact stewardship in the decades ahead.
<b>008*</b>	<b>Process for Identifying Limited Resource Farmers and Ranchers Technical Note Release 2.1.</b> The five characteristics and the process used to identify limited resource farmers and ranchers are explained in this technical note.

- 009\***                    **Industrialization of Agriculture, Technical Report Release 5.2**  
*Two reports.* This first report is a description and set of maps that spatially illustrate the concentration of poultry, hogs, beef and forestry operations by county. These factors are associated with minority and poverty county composition.
- 010**                    **Industrialization of Agriculture, Technical Report Release 6.1**  
This second report provides descriptions of four counties in two southeastern states. The report has recommendations directed to field staff on how they can effectively work with the poultry and hog industries.
- 011**                    **Interested in Better Wetlands?**  
The Iowa Association of Conservation Districts, in cooperation with the NRCS Social Sciences Institute and NRCS-Iowa, surveyed Iowa farmers to determine their likelihood of adopting practices to enhance their wetlands. Brochure discusses results plus provides a copy of the survey instrument.
- 012**                    **The Changing Roles of Women in Agriculture, article**  
While farms and the numbers of farmers are decreasing, women farmers and operators are growing in numbers. This article provides characteristics, trends and roles of women in agriculture. This article was authored by the Social Sciences Institute staff and was published in *Women in Natural Resources*, volume 20, number three, spring 1999.
- 013\***                    **Women in Agriculture: Changing Roles & Current Outreach Techniques Technical Note Release 3.2**  
Targeted to field staff, this technical note provides tips on identifying women land owners and operators and reaching out to potential women customers. Included is contact information for women's organizations and web site addresses.
- 015\***                    **EQIP Funding for Historically Underserved Individuals and Groups**  
This briefing paper addresses why, in addition to increasing financial assistance through EQIP funds, education, training and technological assistance must also be addressed relative to underserved populations. Successful examples are highlighted.
- 016\***                    **Conservation Partnerships: Indicators of Success, Technical Report Release 7.1**  
This report is a summary of recent research that investigated indicators of success in watershed partnerships.

- 017\***                    **An Assessment of Sociocultural Factors Influenced by the Implementation of the Moloka'i Agricultural Community (MAC) Project, Moloka'i, Maui County, Hawai'i.**  
This report examines successes and challenges to implementing the MAC project, a locally run program that dispenses Federal funds to low income farmers on Moloka'i, Hawaii. Success factors are highlighted and discussed as well as continuing challenges to implement this popular program. This project is an example of a locally led conservation effort that provides an excellent "real-world" model that combines customer needs with Federal natural resource conservation efforts.
- 018\***                    **Conservation and the 1996 Farm Bill-Social Factors Influencing Implementation of Programs, booklet and poster**  
This poster and booklet identify social obstacles and strategies to overcome the obstacles for CRP, EQIP, WRP, WIP, FPP and Grazing Lands. The materials were developed with strategies to increase Farm Bill participation in each district, with part-time farmers, absentee owners, and others.
- 019**                    **Influence of Social Trends on Agricultural Natural Resources**  
As part of the third RCA, the Social Sciences Institute and RCA staff co-sponsored a symposium called ***Influence of Social Trends on Agricultural Natural Resources***. The symposium produced a series of seven "Working Papers." Each "Working Paper" contains two or more separately authored papers along with a summary of the symposium. Overall, there are 19 papers. The authors, experts in their fields, not only summarize the current state of their topics, but also make forecasts 10 and 50 years into the future.  
The subjects of the Working Papers package include the following:
- Public Attitudes and Farmers' Perceptions
  - Community, Social Capital, and Conservation
  - Megatrends: Banking & Finance and Biotechnology
  - Property Rights, Conservation, and Ecosystem-Based Assistance
  - National and State Perspectives
  - Politics and the Environment
  - Water Quality, Social Trends and Future Policy
- 020\***                    **Talking Conservation: What We Say! What the Public Hears!**  
This is a qualitative report and executive summary based on focus group research. The purpose is to identify words that we, as conservationists, should use to maximize the public's understanding and support of conservation issues. This report was produced in conjunction with the public affairs office of the National Association of Conservation Districts (NACD).

- 021      Developing Your Skills to Involve Communities in Implementing Locally Led Conservation, brochure**  
The Social Sciences Institute, Michigan State University, and Michigan State University Extension have developed a training course. This training includes nine modules that can be tailored to fit your needs and budget. The brochure lists and describes the modules. *(See training section in this Catalog for further details about the modules)*
- 023\*      Definitions of Key Outreach Concepts**  
Available on the SSI web site, this electronic publication defines outreach, underserved customers, outreach strategy, limited resource farmers and ranchers, socially disadvantaged farmers, communities and groups.
- 024\*      Scientific and Technical Cooperation Program - International Travel Report**  
This report discusses a cooperative program of the Social Sciences Institute and other partners in South Africa.
- 025\*      Guidebooks**  
These six guidebooks were developed by the National Association of Conservation Districts, National Association of State Conservation Agencies, and the Natural Resources Conservation Service in 1994. These guidebooks are also included in the SSI publication *Guidance for Soil and Water Conservation Districts in Setting Locally Led Natural Resource Priorities*.  
The titles of the guidebooks are:
- |                 |   |
|-----------------|---|
| Guidebook 025A* | Building Alliances <i>(available on the SSI Web site)</i> |
| Guidebook 025B* | Reaching Out to Minority Farmers                          |
| Guidebook 025C* | Information Gathering Techniques                          |
| Guidebook 025D* | Media Relations   |
| Guidebook 025E* | Conflict Management                                       |
| Guidebook 025F* | Leadership Identification and Group Dynamics              |
- 026\*      The Leader in You Training Tapes Flyer**  
Everyone is a leader! These tapes are for people at all levels of The Conservation Partnership who are interested in enhancing their leadership skills. Nationally known authors and experts provide training. This four-page flyer lists the available training tapes and provides a description of each two-hour tape. (The tapes are available for a two-week viewing period.) Use the flyer to distribute to NRCS, districts and state conservation agencies staff and directors. A description of each training tape is also found in this catalog.
- 027\*      Performance Highlights from the Social Sciences Institute, brochure**  
This brochure reviews the performance of the Social Sciences Institute and shows a comparative study of products and services requested.

**028\***

**Grass Roots Planning Local Solutions for Global Issues: The Otter Lake Story**

This product is a success story of a locally led conservation initiative in Illinois.

**029\***

**Grass Roots Planning Local Solutions for Global Issues: Hard Rain, Hard Choices**

This publication shows how to size up a problem using the rapid resource appraisal technique.



# Web Based Products

## **Social Sciences Institute Web Site**

<http://people.nrcs.wisc.edu/socsciinstitute/>

A wide variety of the Social Sciences Institute's products can be found on the SSI Homepage.

## **Social and Economic Data Access Web Site**

<http://people.nrcs.wisc.edu/customdata/>

This site provides conservation professionals with direct access to over 200 social and economic data fields organized at the county level. These data have been drawn from multiple sources and the site enables the user to select the geographic area they are interested in (national, regional or state) and then select those variables that they want to browse or download. The variables are taken from the 1997 Agricultural Census, the 1997 estimates of the General Population Census, and special agricultural data runs done for NRCS by the National Agricultural Statistical Service. With this web site, conservationists do not need to go to three or four sources, download data in different formats, and then try to piece together the different data sets.

In addition to the data, the site offers or will offer on-line training, access to thematic maps, and tools to help conservationists build several kinds of profiles describing their area of interest.

## **Cost Effective Analysis (IWR-Plan)**

<http://www.wrc-ndc.usace.army.mil/iwr/iwrplan/iwrplan.htm>

This decision support software application has been designed to assist conservation planners and analysts carry out cost effectiveness analysis for area-wide conservation planning. The software uses Windows 95. This application can be downloaded at the web site and includes extensive instructions explaining how to use the IWR-Plan.

## **Applied Environmental Psychology**

*(coming March 2000)*

Environmental psychology is the study of how people perceive and interact with their environment as well as the examination of ways people can develop more compatible relationships with the environment. Sometimes these relationships have strong biological roots, and other times are a product of experience and culture. *(continued on next page)*

## **Web Based Products (continued)**

Applications of environmental psychology for the NRCS include: evaluating and measuring attitudes toward the environment, exploring the link between an individual's attitudes toward the environment versus their actual behavior, exploring the cultural significance of specific species such as eastern black walnut in rural Missouri communities, designing tools to help prioritize issues and concerns for individuals, as well as developing techniques to help a conservationist learn more about the nature of their community members.

Applied tools and projects included in the web site are:

- SEQUOIA scale — four-factor scale designed to measure environmental attitudes.
- Attitude and Behavior Research — results of Pacific Northwest sustainable agriculture eco-label survey work.

### **ProCosts (Profits and Costs)**

*(coming March 2000)*

An Internet version of this profit and cost analysis application is expected to be available in late 1999. For further information contact Kevin Boyle at: [Kboyle@facstaff.wisc.edu](mailto:Kboyle@facstaff.wisc.edu)

# People, Partnerships, and Communities Series

*The purpose of this series is to assist The Conservation Partnership build capacity by transferring information about social sciences related topics. Additional topics will be added to this series. Most issues are two to four pages in length. This series is also available on the SSI Website at:  
<http://people.nrcs.wisc.edu/socsciinstitute/>*

<b>PPC-1*</b>	<b>Focus Groups</b>
<b>PPC-2*</b>	<b>Reading the Land: How to include historical information about farms and conservation plans</b>
<b>PPC-3*</b>	<b>Looking Good on Television</b>
<b>PPC-4*</b>	<b>Alternative Dispute Resolution</b>
<b>PPC-5*</b>	<b>Running Effective Meetings</b>
<b>PPC-6*</b>	<b>Listening Skills</b>
<b>PPC-7*</b>	<b>Using the Adoption-Diffusion of Conservation Technologies</b>
<b>PPC-10*</b>	<b>Running Public Meetings</b>
<b>PPC-11*</b>	<b>Prioritizing Issues or Concerns Using the Paired Comparison Technique</b>
<b>PPC-12*</b>	<b>Conflict Management</b>
<b>PPC-13*</b>	<b>Dealing With Difficult People</b>
<b>PPC-14*</b>	<b>Designing Surveys for Conservation Activities</b>
<b>PPC-16*</b>	<b>Managing Change and Transition</b>
<b>PPC-17*</b>	<b>Requesting and Preparing for a Meeting with a Community Leader</b>
<b>PPC-18</b>	<b>Understanding How Non-Profits are Structured and Organized</b> <small>(available Winter 2000)</small>
<b>PPC-19*</b>	<b>Creating Effective Relationships with the Media</b>

# People, Partnerships, and Communities - (continued)

<b>PPC-20</b>	<b>Developing and Maintaining a Network</b> <i>(available Winter 2000)</i>
<b>PPC-21</b>	<b>Interaction of Environmental and Social Aspects of Meetings and Conferences</b> <i>(available Spring 2000)</i>
<b>PPC-22*</b>	<b>Defining Communities: An Issue Based Approach</b>
<b>PPC-23</b>	<b>Conservation Planning Environment</b> <i>(available Spring 2000)</i>
<b>PPC-24*</b>	<b>Conducting “Rapid Resource Appraisals” of Watersheds</b>
<b>PPC-25</b>	<b>Using Demographics to Understand Communications</b> <i>(available Winter 2000)</i>
<b>PPC-26</b>	<b>Understanding Cultural Differences</b> <i>(available Spring 2000)</i>
<b>PPC-27</b>	<b>Delivering Effective Presentations</b> <i>(available Winter 2000)</i>
<b>PPC-28*</b>	<b>Social &amp; Professional Skills to be Effective with Small Farmers</b>
<b>PPC-29*</b>	<b>Barriers &amp; Strategies for Small Scale Producers</b>
<b>PPC-30*</b>	<b>Gaining Trust with Small Farmers</b>
<b>PPC-31*</b>	<b>Working with Community Leaders</b>
<b>PPC-32*</b>	<b>Social Profile</b>
<b>PPC-33*</b>	<b>Working Effectively with Small Farmers</b>
<b>PPC-34</b>	<b>Barriers to Participation</b> <i>(available Winter 2000)</i>
<b>PPC-35</b>	<b>Identifying and Working with “Bad Actors”</b> <i>(available Winter 2000)</i>
<b>PPC-36*</b>	<b>Using Budgets in Conservation</b>
<b>PPC-37*</b>	<b>Using Cost Estimates in Conservation</b>
<b>PPC-38*</b>	<b>Cost Effectiveness Analysis</b>

# Training Courses

**T01****Social Aspects of Outreach Training Course** *(available Summer 2000)*

The Social Aspects of Outreach is a two day training course that will highlight social science based strategies on how to work with underserved groups. The course is designed for field staffs or others who work directly with underserved groups. This course will also provide pre and post tests, census data, case studies, and exercises. The course offers eight modules:

- One: Introduction and Overview
- Two: Barriers to Participation in Conservation Activities
- Three: Adoption and Diffusion on Conservation Technologies
- Four: Community Overview and Identifying Customers: The Big Picture
- Five: Community Information Gathering and Profiling: The Local Picture
- Six: Leadership Skills
- Seven: Strategies to Overcome Obstacles
- Eight: Bringing it all together

**T02****Developing Your Skills to Involve Communities in Implementing Locally Led Conservation Modules**

The Social Sciences Institute, Michigan State University and Michigan State University Extension have developed nine locally led conservation-training modules. A description of each module and the approximate workshop length are listed below. Workshops can be shortened or lengthened to meet customer needs and to allow for extensive interaction. For each of the nine modules in this curriculum the materials are presented in two forms: 1) paper copies and 2) files on disk in Microsoft Word Office 97 and Microsoft PowerPoint 4.0.

- Hard copy of each module contains: Teaching Guide with Leader Information, Program Overview, Module Objectives, Equipment Needed, Timeline, Speaker's Notes, Activities, Handouts and References; Handout Masters for duplication; Transparency Masters for duplication
- The Microsoft Word Office 97 disk for each module includes the above materials.
- The Microsoft PowerPoint 4.0 disk(s) for each module include(s):
  - PowerPoint Presentation with Slides and Notes Pages for the Presenter
  - PowerPoint Pages for Participant Note Taking

The training modules include:

Training Module-T02

**All Modules**

## Training Courses (continued)

Training Module-T02A

**The Nature of Community**

Module focuses on how to build interest in conservation by defining and understanding the nature of community. Tools are provided for determining the potential and actual impacts of environmental policies and progress.

*Workshop length: 4 hrs. 15 min.*

Training Module-T02B

**Community Issues Identification**

Participants will learn to identify communities of interest, their constituents, and their issues in order to successfully involve communities in conservation planning.

*Workshop length: 4 hrs.*

Training Module-T02C

**Community Profiling**

This module helps you use demographics to profile your communities, document community needs, and support funding requests in order to “paint a picture” of where the communities have been, where they are now, and where they are headed.

*Workshop length: 3 hrs. 20 min.*

Training Module-T02D

**Addressing Community Issues**

Course helps develop strategies for tackling community issues. Explores new ways of working effectively with community groups.

*Workshop length: 1 hr. 55 min.*

Training Module-T02E

**Power in Communities**

Participants will enhance their understanding forms of power and participation and identifying and accessing community power structures.

*Workshop length: 2 hrs.*

Training Module-T02F

**Preparing to Work with Underserved Audiences**

Participants will learn strategies to create a multicultural environment where differences are recognized, understood and appreciated to ensure the participation of all groups as a requisite for successful locally led conservation initiatives.

*Workshop length: 6 hrs. 20 min.*

Training Module-T02G

**Networks & Collaborations**

Module focuses on understanding community collaborations, looking for partners and developing teams.

*Workshop length: 2 hrs. 40 min.*

## **Training Courses (continued)**

**Training Module-T02H**

**Effective Community Facilitation**

Participants will learn facilitation skills in order to build community and solve problems.

*Workshop length: 2 hrs.*

**Training Module-T02I**

**Conflict Management**

Learn to identify positive and negative aspects of conflict. The goal of the module is to help individuals and groups achieve consensus.

*Workshop length: 1 hr. 50 min.*

**T03**

**The Adoption and Diffusion of Conservation Technology** (*Available April 2000*)

This training course outlines and discusses the key elements of the Adoption-Diffusion (A-D) model. The course examines the stages of adoption, the role of information, information sources, personal, farm structure, and practice and community characteristics. The obstacles to adoption are discussed along with key points to remember when applying the model. The training aids for the course include a narrative script, class activities, and instructor notes, a 22 slide PowerPoint presentation and a student workbook containing handouts and a case study. Social scientists use the A-D model to describe, explain and predict human behavior relative to "getting conservation on the ground". Social Science Coordinators, field staff and members of The Conservation Partnership who want to use and apply social sciences information to increase participation in program and "locally-led" activities can benefit from this training course. The course materials have been designed for "stand alone" use by field staff

*Workshop length: 8 hrs.*

## ***The Leader In You Training Tapes***

*Tapes of previous The Leader In You satellite broadcasts are available for loan by NRCS, district and state conservation agencies staff and directors. To borrow any of the following two-hour tapes, contact:*

### **◆ NRCS State/other Training Coordinators**

◆ **Ray Ledgerwood**  
NACD Pacific Region Office  
1615 NE Eastgate Blvd.  
Suite B  
Pullman, WA 99163-5609  
(509) 334-1823  
capacity@nacdnet.org

◆ **Barbara Wallace**  
NRCS Social Sciences Institute  
1550 East Beltline, Suite 245  
Grand Rapids, MI 49506  
(616) 942-1503  
bwallace@po.nrcs.usda.gov

- LIY-1**                      **Negotiation Skills: The Key to Managing Your Career**  
Trainer: Scott Brown, co-author of *Getting Together: Building Relationships While You Negotiate*.  
Learn practical skills that will increase your confidence in the negotiations you conduct every day. You will learn to negotiate effectively through difficult situations from angry customers to personal issues.
- LIY-2**                      **The Secret of "Real Change" - Not What You Think**  
Trainer: John R. Katzenbach, co-author of *The Wisdom of Teams: Creating the High Performance Organization* and *Real Change Leaders: Lessons from a New Breed*.  
Participants at all levels will learn how to build and apply change leadership skills.
- LIY-3**                      **Swim with the Sharks: How to Outsell, Outmanage, Outmotivate and Outnegotiate Your Competition**  
Trainer: Harvey Mackay, author of *Swim with the Sharks Without Being Eaten Alive*, a New York Times best seller for 54 weeks.  
Mackay shares the secrets of how to develop more productive relationships and survive the ever-changing job market. This seminar is intended for customer service providers at all levels.
- LIY-4**                      **Just in Time Leadership: How to Lead an Organization Through a Period of Transition**  
Trainer: Stuart R. Levine, CEO of Dale Carnegie Training and co-author of the international best seller *The Leader in You*.  
Levine will actively coach you on how to lead your organization through transition, build strategies based on research and enhance creativity through cross-functional teams.



- LIY-5                      The Coming Age Wave: Implications for the Future of Work, Marketing, and Sales**  
Trainer: Dr. Ken Dychwald is a psychologist and best-selling author of *Age Wave*. Maddy Kent-Dychwald is one of the nation's most insightful and engaging spokespersons on the current and future lifestyles and consumer preferences of baby boomers and maturing adults.
- LIY-6                      Sacred Cows Make the Best Burgers**  
Trainer: Dr. Robert J. Kriegel, author of *If It Ain't Broke...BREAK IT* and *Sacred Cows Make the Best Burgers*.  
This seminar is intended for people who deal with customers or are management in any organization that is experiencing rapid change.
- LIY-7                      Be Direct!: Make Your Direct Marketing Pay**  
Trainer: Lester Wunderman of *Wunderman, Cato, Johnson*.  
Whether you want to increase district tree sales, enhance attendance at your field day or seminar, or attract partners to your locally led conservation initiative, this seminar is for you. Learn the 19 secrets for successful direct marketing from the man who coined the phrase "direct marketing".
- LIY-8                      It's About Sales: Develop Selling Skills - Even if You're Not In Sales!**  
Trainer: Molly Breazeale & Daniel M. Handley, *Dale Carnegie Training*.  
Success in today's competitive market requires a whole new set of skills- concrete, practical techniques to establish rapport and create solutions. Regardless of your job position, this seminar will teach you how to better understand customer needs, and to develop strategies that build critical relationships in your community, state or region.
- LIY-9                      Building Nimble Organizations for Turbulent Times**  
Trainer: Daryl R. Conner, author of *Managing at the Speed of Change*.  
An indispensable guide for everyone desiring a proven process to help meet today's challenges of turbulence and change with confidence. *Building Nimble Organizations for Turbulent Times* will fundamentally shift the way you view change in your organization and dramatically increase your capacity to manage projects involving transitions of any type.
- LIY-10                    Putting Power, Punch and Pizzazz into Your Presentations**  
Trainer: Robert Pike, author of the best selling *Creative Training Techniques*.  
Robert Pike has shown over 100,000 people worldwide how to improve their presentation techniques to generate more energy, create greater involvement and reinforce key concepts quicker and easier. This is not a seminar of theory, but of solid, practical and immediate how-to's. From the minute the program begins, you'll learn effective techniques you can begin to use immediately.

**LIY-11**

**The Rise of the Phoenix Organization**

Trainer: Dr. James Belasco, author of *Flight of the Buffalo*.

Becoming a phoenix organization requires knowing how to locate present and future opportunities, building real teamwork and developing solid organizational, personal, and management principles. Picture the Phoenix - the most enduring and solid structure known to humans, and you have the vision of Dr. Belasco's exciting new formula, delivering superior customer service and creating an environment of security and success.

**LIY-12**

**Connective Leadership: Managing Diversity and Interdependence**

Trainer: Dr. Jean Lipman-Blume, author of *The Connective Edge: Leading in an Interdependent World*.

Diversity and interdependence in the marketplace are dramatically altering the way organizations do business. Maximizing the benefits of interdependence and diversity requires a new approach to leadership, one that is ethical and ennobling, authentic and accountable.

**LIY-13**

**Resolving Conflicts with Ease: Deal With Difficult People and Win**

Trainer: Sandra Crowe, author of *Since Strangling Isn't an Option*.

This seminar outlines the successful elements for dealing with difficult people, including complainers and passive aggressives. It helps participants move through strenuous situations with ease, power, strength and confidence. The objective is to give participants empowerment skills to offset difficult situations and dissolve barriers and improve interpersonal relations.

**LIY-14**

**The One to One Future: Building Relationships One Customer at a Time**

Trainers: Martha Rogers & Don Peppers, authors of *Enterprise One to One: Tools for Competing in the Interactive Age*.

The premise of this seminar is that successful marketers will build customer share, not market share. That means determining who your most valued customer are, getting to truly know them, collaborating with them and through "mass customization" and interest them in supporting conservation initiatives.

**LIY-15**

**Networking for Success**

Trainers: Beverly McIntosh & Harvey Mackay authors of *Swim with the Sharks: How to Outsell, Outmanage, and Outnegotiate Your Competition*.

Participants will learn how to network effectively. In addition, this seminar describes salesmanship, customer service and negotiation.

**LIY-16**

**Capitalizing on Electronic Commerce: Utilizing the Internet to Meet Customer Needs**

Trainer: Garrison Krause and guests.

In this seminar, participants learn which Internet business segments are profitable and why. They will also learn how to build a framework for an Internet site keeping in mind the extent of opportunities and threats the Internet poses.

**LIY-17**

**Leadership Techniques for Project Managers**

Trainer: Nancy Mercurio.

This seminar focuses on the growing challenges of project managers. Whether you manage a field office, a watershed or statewide project, this seminar is for you.

The presenter demonstrates how to manage a project and shows some specific techniques that project managers can use to improve their own leadership effectiveness. Participants will learn: effective leadership, listening and personnel troubleshooting, methods and ideas for team building and conflict resolution.

**LIY-18**

**Achieving Excellence Through Customer Service**

Trainer: John Tschohl.

Tschohl has been called the “quality service guru” by *Time* and *Entrepreneur* magazines. In this inspirational and practical seminar, Tschohl talks about how to use customer service as a powerful strategic tool and how to become a true service leader. Objectives include learning: practical ways to change the attitudes and performance of your entire staff; how to drive the customer focus message strategically in your organization; and how service recovery can be a powerful tool for your staff and your customers.

**LIY-19**

**Negotiating with Confidence**

Trainer: Ed Brodow.

This tape focuses on the key elements present in every successful negotiation and how negotiations work better as collaborations instead of a contest. Brodow will reveal personality traits of successful negotiators and his Three Rules for Win-Win Negotiating. This seminar will teach attendees how to get the other side to give you what you want and thank you for it.

*The Leader In You training initiative is sponsored by the NRCS Social Sciences Institute in cooperation with the National Association of Conservation Districts, the National Association of State Conservation Agencies, the US Chamber of Commerce, and the Federal Training Network.*

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## People, Partnerships and Community Series

### PPC-0 (All PPC's)

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PPC-10*	PPC-19*	PPC-27^	PPC-35^	

Items marked with (\*) can be found on the SSI Website:

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Items marked with (^) are coming soon. See catalog listing for product availability date.



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